

ORDER



KLAS

Orders
Order / Rev: 37602
Alt Order #: 08883418
Product Desc: NRSC/HELLER
Estimate:
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller - NRSC
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	24	\$24,870.00	\$21,139.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$24,870.00	\$21,139.50	0.00
Totals	24	\$24,870.00	\$21,139.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$24,870.00
Market	100%	\$82,900.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$20,725.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/23/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$2,100.00		0.00			
E 2	8	10/18/12	10/18/12	Thu 9-10p Person Of Interest	CM	9-10p	---T---	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00

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Advertiser: Heller - NRSC
 Product Desc: NRSC/HELLER
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/17/12	10/23/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	MTWTF--	2		\$225.00		0.00						
E 15	8	10/17/12	10/23/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
KEELY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	MTWTF--	1		\$275.00		0.00						
E 16	8	10/17/12	10/23/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
EARLY S HOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	MTWTF--	2		\$200.00		0.00						
E 17	8	10/17/12	10/23/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	MTWTF--	1		\$20.00		0.00						
													Totals	24	\$24,870.00